



## **.CO Bursts Through 1 Million Domain Milestone**

**June 2, 2011**

### **QUOTE SHEET**

#### **BOB PARSONS, CEO & FOUNDER, GO DADDY**

"We are just beginning to scratch the surface, when it comes to the power of the Internet, and the rapid consumption of .CO domain names illustrates that story," said Go Daddy CEO and Founder Bob Parsons. "The .CO domain name extension is very popular because it's short and memorable ... and a little publicity during the Super Bowl doesn't hurt either."

#### **JONATHAN JOHNSON - PRESIDENT, OVERSTOCK.COM**

"We have completely changed to O.co internationally."  
"Look for another big O.co announcement domestically on June 6"

#### **ELLIOT NOSS, PRESIDENT & CEO, TUCOWS, INC.**

"Congratulations to .CO Internet on reaching one million .CO domains. OpenSRS, as the number one wholesale .CO registrar, is proud to have played a key role in .CO reaching this impressive milestone. The incredible success of .CO demonstrates without a doubt that there continues to be a need amongst Internet users around the world for highly brandable and intrinsically valuable domain names."

#### **TIM KELLY, CEO, NETWORK SOLUTIONS**

"Reaching 1MM .CO registrations in such a short timeframe is indeed very impressive. The popularity and reach of the .CO domains validates the effectiveness for businesses and entrepreneurs serious about their online success," said Tim Kelly, Chief Executive Officer, Network Solutions. "Network Solutions is proud to partner with .CO Registry and we are looking forward to collaborating more for continued success."

#### **DAVID TAYLOR, PARTNER AT HOGAN LOVELLS AND HEAD OF THEIR DOMAIN NAME PRACTICE (INTERNATIONAL LAW FIRM)**

"Single character .CO domain names are increasingly considered to be strategic acquisitions by brands seeking a competitive edge in the escalating battle to attract, engage and retain customers online. While starting out as shortcuts to help Internet users access products and services more easily, over time such domain names will likely be leveraged in new and exciting ways."

#### **TARYN NAIDU, EVP & GENERAL MANAGER, ENOM, INC.**

"Achieving 1M registrations in one year is huge milestone for such a young registry. eNom is a big fan of .CO and we are very impressed with the achievements of the CO registry. Our Resellers were quick to adopt the .CO last year and we expect Resellers to see continued success with .CO this year."



**NAVAL RAVIKANT, FOUNDER OF ANGEL LIST (ANGEL.CO)**

"The arrival of .CO means that a whole new domain space is available for legitimate entrepreneurs building great companies. We've used angel.co and vh.co and have had nothing but great experiences. Mainstream awareness of .co is building with huge brands like Amazon, Twitter, and Overstock; and so is awareness of entrepreneurs that their next domain doesn't need to be 23 letters long or lack vowels or cost a million dollars."

**CLINT PAGE, CEO, DOMAIN.COM**

"Customers look at our reputation first in the industry and follow our recommendations for a web address that is valuable. We believe .CO is a great beginning to the myriad of new top domains planned in the near future. Not since the beginning has there been so much excitement. The fact that .CO surpassed one million registrations demonstrates its intrinsic value. Domain.com, the best web address in the domain industry was honored to be among the first to offer .CO, the best and shortest web address to the world."

**PAUL PAPADIMITRIOU, VP & PRINCIPAL ANALYSTE AT CONSTELLATION RESEARCH**

".CO has what it takes to become the new black for brands. A new & Co. A new sign of trust."

**DAVID L. BROWN, CHAIRMAN AND CEO OF WEB.COM**

"The addition of the .CO top level domain has created new opportunities for both established internet brands and for those who seek an elevated presence online," commented David L. Brown, chairman and chief executive officer of Web.com. "We've had great success over the last year helping small businesses protect their intellectual property as well as explore new ways to leverage their hardworking brands."

**THEO HNARAKIS, CEO & MANAGING DIRECTOR, MELBOURNE IT**

"Melbourne IT congratulates the .CO Internet team on reaching the one million .co names milestone. .CO has been one of the most successful domain launches in several years and has opened up new online opportunities for businesses around the world. One million new names is a significant achievement – we wish you the best of luck in reaching for the next million,"

**ED DALE, CEO & FOUNDER – 30dc INC. (CHALLENGE.CO)**

Over ninety thousand people typed in challenge.co every day during our annual online business creation challenge. Most of these enthusiastic beginners had little more experience on the Internet than emailing and using Facebook. Not one person ever complained about the .co being confusing. I was never worried, .co is global, organic, and most importantly, it makes good sense. Even though it has only been a year, it feels like .co has always been here. I couldn't imagine the challenge on anything other than the .CO platform. We love our .CO. Oh, and in case you were wondering, it seems the search engines do



too. You can see for yourself – Challenge.CO is consistently ranked #1 or #2 on page 1 of the SERPs on Google, out of 122,000,000 results for the broad match search term “The Challenge.”

**ALEX GOH, FOUNDER OF THE BAZAAR (BZA.CO)**

“To us, .CO stands for 'creative objects', which adds context to what we're doing at The Bazaar — a marketplace for creative objects. Since social media is a key part of our strategy, we also consider the length of URLs because of the frequency at which we share content. In the age of Twitter, every letter counts. With BZA.CO, we don't need a URL shortener, so it's the perfect domain name for us.”

**JEAN-PIERRE KHOUEIRI, DIRECTOR, CONSTANT CLICK, AN SEO AGENCY**

“As an SEO professional for over 6 years now, I figured that some people would buy .CO's, but I never envisioned how many would buy in to the idea – or that we would be seeing a “.CO movement.” Boy was I wrong – and it cost me big time. Now I have to pay tens of thousands of dollars for domains on the secondary market that I could have had for \$30.”